

7.1.vi Guidelines

CORPORATE LOGO POLICY

Trust Council: September 16, 1999

Amended: March 29, 2007

A: PURPOSE:

To provide guidelines for the use and reproduction of the Islands Trust logo, wordmark and slogan.

B: REFERENCES:

Communications Policy (6.10.ii)
Use of Islands Trust Flag Policy (4.1.x)

C: POLICY:

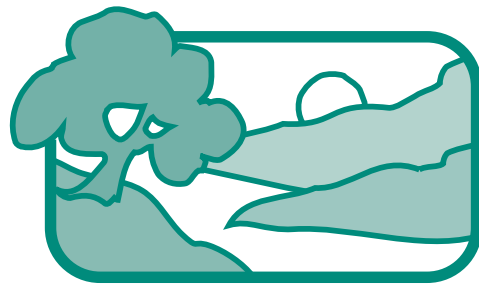
1. Authority

- a) The Islands Trust logo, wordmark and slogan (the 'logo') are the exclusive property and right of the Islands Trust Council and can be displayed or used for official Islands Trust business by, or on behalf of, the Island Trust Council, Executive Committee, Local Trust Committees and local trustees. The logo, may not be displayed or used in any manner by any other individual, organization, or other entity without the written consent of the Islands Trust.
- b) The Chief Administrative Officer will ensure that this Policy is being followed and has authority under this Policy to grant use of the logo.
- c) A decision to allow or disallow use of the logo may be appealed to the Executive Committee or Trust Council.

2. Use

- a) It is the policy of the Islands Trust Council that the corporate logo will only be used for official Islands Trust purposes related to the business of an Islands Trust entity, trustee or staff member. That business may include: formal correspondence, website, signs, documents, application forms, job postings, publications, advertisements, public announcements, awards, certificates, clothing for the identification of Islands Trust staff or trustees, official promotional and protocol items and other uses as approved.
- b) Reproducing the Islands Trust logo on materials that are not intended for official use is not permitted.
- c) For formal correspondence, the corporate logo will appear in the upper left-hand corner of the page.
- d) Use and reproduction of the Islands Trust logo are to follow the guidelines in the attached document entitled "Islands Trust Logo and Slogan Guidelines".

Islands Trust Logo and Slogan Guidelines



Islands Trust

These guidelines are created for everyone who has the occasion and permission to use the Islands Trust logo wordmark and slogan

Preserving **Island** communities, culture and environment



AUTHORIZED USE

The visual identity is made up of two elements:

- 1. the Islands Trust logo (1)
- 2. the wordmark identifying Islands Trust (2)

These elements are NEVER used separately

FONT

The font used is ITC Flora Medium

COLOUR

Spot colour: pms 562 (green) and black

Process colour: C76 M0 Y47 K30



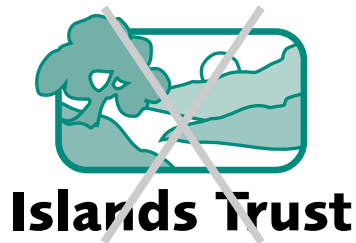
GREYSCALE

When the logo appears in its greyscale version, it must appear in the same screened percentages as provided



BLACK ONLY

Use this version when a very small logo is needed



UNAUTHORIZED USE

When using the full logo and wordmark together, in both the colour and the greyscale versions, do not change the relationship between the elements, or the position of the elements

Do not scale the logo in an unconstrained fashion

Do not replace the wordmark font with any other font

Do not change the colours

Do not use the low resolution logo from the website for printwork. It will not appear crisp and clear

Preserving **Island** communities, culture and environment

The Islands Trust slogan is provided as a separate graphic element, and can be used separately from the logo

FONT

The font used is ITC Flora Medium and ITC Flora Bold for the word "Island"

COLOUR

Spot colour: pms 562 (green) and black

Process colour: C76 M0 Y47 K30

Preserving **Island** communities, culture and environment

A black only version is also supplied

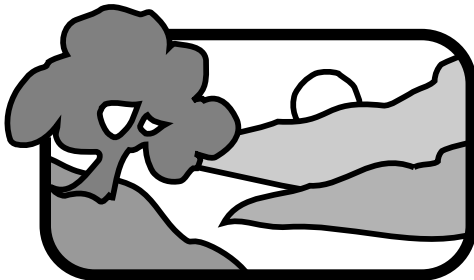
**THE FOLLOWING LOGO FILE FORMATS ARE AVAILABLE FROM ISLANDS TRUST.
FORMATS ARE AVAILABLE FOR BOTH PC AND MACINTOSH PLATFORMS**



Islands Trust

ITlogoMAC.eps
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ITlogoMAC.jpg

ITlogoPC.eps
ITlogoPC.tif
ITlogoPC.jpg



Islands Trust

ITlogoGS_MAC.eps
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ITlogoGS_PC.eps
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Islands Trust

ITlogoBW_MAC.eps
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ITlogoBW_PC.jpg

**THE FOLLOWING SLOGAN FILE FORMATS ARE AVAILABLE FROM ISLANDS TRUST.
FORMATS ARE AVAILABLE FOR BOTH PC AND MACINTOSH PLATFORMS**

Preserving **Island** communities, culture and environment

ITsloganMAC.eps
ITsloganMAC.tif
ITsloganMAC.jpg

ITlogoPC.eps
ITlogoPC.tif
ITlogoPC.jpg

Preserving **Island** communities, culture and environment

ITsloganBW_MAC.eps
ITsloganBW_MAC.tif
ITsloganBW_MAC.jpg

ITsloganBW_PC.eps
ITsloganBW_PC.tif
ITsloganBW_PC.jpg

NOTES ON FILE FORMATS AND THEIR USAGE

eps

this file is a "vector" (smooth lines) file and can be enlarged or reduced to any size. It can be imported into most page layout programs, but will not print correctly on a non-postscript printer. Use for signage, in page layout, t-shirts etc.

tif

this file is "raster" (pixillated) file and should be enlarged to no more than 125%, or it will not print clearly. It can be imported into most page layout programs, and will print clearly on both post-script and non-postscript printers.

Use in page layout programs.

j

pg

this file is also a "raster" file, but is more compressed to make the file size smaller.

Use for the world-wide web.

If any other file format is required, please contact
Beacon Hill Communications Group
Victoria, BC
Telephone **250-383-5590**